



BAUSCHER
GERMANY

HOTEL BUSINESS AND GASTRONOMY



program



THE PORCELAIN OF TOMORROW – SINCE 1881

The porcelain of tomorrow – since 1881

Knowing tomorrow's needs today – this has been a hallmark of our company since its inception in 1881. It was then that the brothers August and Conrad Bauscher decided to only make chinaware for hotels and the catering trade, and nothing else. This move, unprecedented in the industry, was as significant as it was farsighted. They met the stringent demands of the catering trade with equally high standards for their products: Their professional porcelain should be robust, functional, resilient, and

beautiful. A standard that to this day is met by every dish made by the company, and which has made Bauscher chinaware become the most frequently used professional chinaware in the world.

Anyone who wishes to only produce the best, also requires the best employees. Only experienced porcelain specialists produce Bauscher's premium products in Europe's most modern facility. Passion, a sense of tradition and a feel for trends is

shared equally by all staff. Together with our customers, who value a fair and constructive relationship, they make Bauscher the modern and innovative company that it has always been. The aspiration to continue meeting our high standards pervades the spirit of the entire company and each individual.



top left:
Collection and décor by the art nouveau artist and architect Peter Behrens.
Design: Peter Behrens, 1900

top right:
B1100 – the world's most successful and first fully stackable set of dishes.
Design: Heinz H. Engler, 1959/60

below left:
The modern and purist collection Options. Design: Atelier Bauscher and Ottenwälder & Ottenwälder, 2001

Our best ingredients – experience, enthusiasm, and creativity

It is impossible to imagine the global catering industry of today without Bauscher. In a time where so much changes so quickly, permanence and experience, alongside a forward-looking, creative mind-set, are invaluable. Innovations born at Bauscher not only support modern cuisine; frequently they even inspire fresh new ideas. What drives us? A passion for innovation and the determination to constantly make something good even better.

At Bauscher, permanence does not mean complacency – quite the opposite. Remaining true to oneself is a big part of any sustained success. Bauscher's unflagging commitment to constantly improve goes beyond products and services, extending to the firm itself. The standard rises but the values remain the same:

Innovative prowess and creativity invested in every detail; services and solutions tailored to our customers; a cosmopolitan outlook and a product portfolio that wins customers over again and again with compelling designs and superior handling.

No matter how unworkable a customer's wish may seem at first glance, we strive to make it work. Mutual respect for one another's ideas and cooperation in the spirit of true partnership are crucial to us in business relations. Be it traditional or nouvelle cuisine, midrange or high-end catering, we always provide our customers with all of our knowledge and all of our passion, and ask ourselves today what we can do for them tomorrow. For Bauscher is *the porcelain of tomorrow – since 1881*.



Service that lives up to our promise – quality Made in Germany

Porcelain is not the same as porcelain. Bauscher products use only the world's second hardest material after diamonds. Its ability to withstand the rigors of catering makes it perfect for professional applications. To this end, Bauscher works exclusively with premium raw materials - kaolin, quartz, and feldspar in a very special mix - at a location that is equally first rate. At Weiden stands one of the world's most modern plants, where premium-grade porcelain is indeed Made in Germany. The unsurpassed quality and incomparable look and feel of this porcelain makes it the sophisticated solution that our discriminating customers seek.

Numerous patents and industrial property rights attest to Bauscher's quality, creativity, and design skills, for example, lid fixtures on pots, non-dripping spouts, form-fitting stackable elements. We have similarly convinced with our designs and styles since the founding of the company in 1881. In fact, many of today's standards originated from Bauscher.

We have put in place a permanent quality assurance system to continuously monitor everything from incoming raw materials to outgoing chinaware. Well-trained specialists with a passion for porcelain keep a close watch on every step of the production process to prevent manufacturing defects. They recheck each dish after every firing. That means no item with anything less than one hundred percent quality leaves Weiden – up to 26 million items a year.

Bauscher chinaware lives up to the most rigorous requirements for premium professional tableware. Its durability yields lasting value and returns for many years to come. All this has won us many awards, but the decisive mark of distinction is our own Bauscher quality seal on the underside of every item of porcelain that has passed our stringent quality inspections.

Bauscher has always set the standard in porcelain production with premium-class, highly impact-resistant hard porcelain with glazed and polished shelves and feet.



Suitable for everyday use, not everyday in design

Design for design's sake is not what Bauscher is about, because appearances are not everything. It is the perfect amalgam of design and function that makes Bauscher dishes so unique. They look as good on a set table as they perform under extreme conditions in large kitchens. Thought-through properties in all of our collections such as stackability, impact-resistant edges, glaze that stands up to the wear and tear of cutlery save time and costs, while ensuring maximum hygiene.

The passion at Bauscher for aesthetic styling and innovative functions is palpable. As the leading manufacturer of professional chinaware, we keep a close eye on the market and carefully watch developments in catering and cuisine. Bauscher seizes on important trends and proactively develops them further with creative designs and concepts.

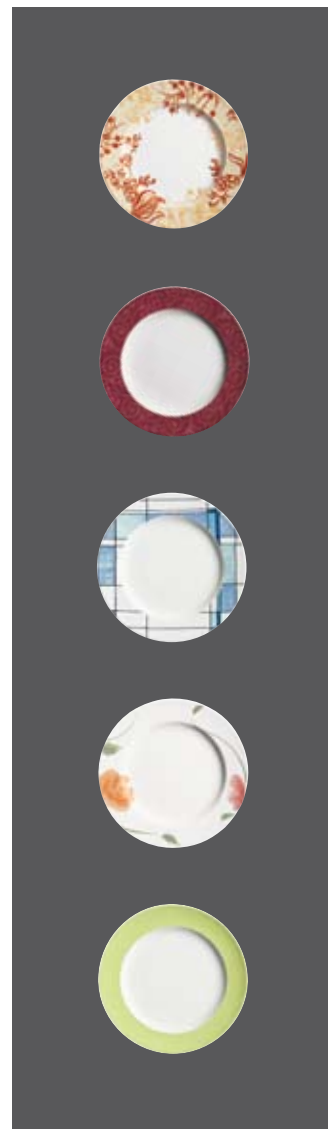
Our design atelier has always worked together with notable designers and renowned technical schools. Inspired by the Bauhaus era, Christian Modrack devised the *Bonn* collection of chinaware. The multiple award-winning designer Hans-Wilhelm Seitz created *Carat*, the world's first dishes to feature full-fledged relief. Professor Klaus Dombrowski drew on art nouveau to create the *Prisma* collection. Everything our customers need to satisfy their individual requirements, Bauscher has it. Tastes may change over time, but Bauscher deals in timeless designs. In this way, the aesthetic and functional standards of our porcelain always remain the same – as high as possible.



Striking individuality – produced in quantity

Every meal tastes twice as good when served on a tastefully decorated item. Our customers may choose from more than 25,000 décor variations. Or they can develop new designs based on their unique ideas or corporate designs. Our décor studio, staffed with highly qualified designers, will be delighted to help. Custom chinaware gives every location a unique touch. And individuality at Bauscher does not begin with an order for a thousand pieces. If it helps our customers, we will even happily fill individual orders.

Durability is not a concern with high-quality Bauscher décor. It will neither fade nor is it susceptible to damage. Fired at extremely high temperatures, our colors amalgamate with the glaze to create surfaces that lose none of their gorgeous luster, even after more than a thousand dishwashing cycles.



End-to-end service – for fully satisfied customers



Customers who opt for Bauscher get more than merely a few plates and cups. They get premium product quality, design, and services all around the table setting – perfectly tailored to fit the task at hand. Bauscher can fulfill this promise, not only because we invented professional chinaware in 1881, but also because we have continued to develop it into the largest and most attractive portfolio there is.

Bauscher provides a customer-focused service. We of course take great pride in the competent consulting of our field force and authorized dealers; in delivering the highest quality on time, often in just 24 hours; in guaranteeing sustained availability; in our service staff's accessibility and swift response; and in the awards all our business units have won. But we are not truly satisfied until our customers are.



Global market leader sounds good – friends around the world, even better

New York City brought good fortune to August and Conrad Bauscher.

From there, the first Bauscher branch abroad, they conquered the world. Today, Bauscher has distributors in more than 50 countries and the company exports about half of its output to more than 120 countries. Up to 120,000 items leave Weiden on any given day for destinations around the globe. This success speaks for itself, and Bauscher is indeed the world market leader. But our customers' confidence in us over the years pays us an even greater compliment – whether from classic *Café Sacher* in Vienna or Dubai's stunning *Burj Al Arab* luxury hotel. Often, out of years of close cooperation something more than a trusted relationship has grown: an inspiring friendship.



Even though the joy of anticipation is the greatest joy, no one needs to wait long for Bauscher.

The Upper Palatinate is the center of the world. At least, it is when you use a reliable delivery system such as that of Bauscher. Be it a single item or an entire collection, we rarely need longer than two days to deliver white porcelain to our customers in more than 120 countries worldwide.



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